



WFLA
200 S. Parker Street
Tampa, FL 33606
(813) 221-5771

CONTRACT

<u>Contract / Revision</u> 939471 /		<u>Alt Order #</u> 25311087
<u>Product</u> National Rifle Assoc		
<u>Contract Dates</u> 10/29/16 - 11/07/16	<u>Estimate #</u> 3177	
<u>Advertiser</u> POL/National Rifle Association		<u>Original Date / Revision</u> 09/21/16 / 10/12/16
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Property</u> WFLA	<u>Account Executive</u> Katz Dallas	<u>Sales Office</u> Katz/Dallas
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>Agency Code</u> 9912734	<u>Advertiser Code</u>	<u>Product 1/2</u> 73
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Ackerman McQueen
1601 Northwest Expressway
Suite 1100
Oklahoma City, OK 73118
USA

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WFLA	10/31/16	10/31/16	Local News @ 4a	4a-430a		:30				NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
	Week:	10/31/16	11/06/16	M-----	1			\$105.00					
N 2	WFLA	11/01/16	11/01/16	Local News @ 4a	4a-430a		:30				NM	1	\$105.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
	Week:	10/31/16	11/06/16	-T-----	1			\$105.00					
N 3	WFLA	10/31/16	10/31/16	Local News @ 430a	430-5a		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
	Week:	10/31/16	11/06/16	M-----	1			\$220.00					
N 4	WFLA	11/01/16	11/01/16	Local News @ 430a	430-5a		:30				NM	1	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
	Week:	10/31/16	11/06/16	-T-----	1			\$220.00					
N 5	WFLA	11/02/16	11/02/16	Local News @ 11a	Local News @ 11a		:30				NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
	Week:	10/31/16	11/06/16	--W----	1			\$700.00					
N 6	WFLA	11/03/16	11/03/16	Today Show 3	12-1258p		:30				NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
	Week:	10/31/16	11/06/16	---T---	1			\$900.00					
N 7	WFLA	11/02/16	11/02/16	M-F 3-4p	3-4p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
	Week:	10/31/16	11/06/16	--W----	1			\$1,600.00					
N 8	WFLA	11/04/16	11/04/16	M-F 3-4p	3-4p		:30				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
	Week:	10/31/16	11/06/16	----F--	1			\$1,600.00					
N 9	WFLA	11/04/16	11/04/16	Late News M-Su	M-Su		:30				NM	1	\$4,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>					
	Week:	10/31/16	11/06/16	----F--	1			\$4,400.00					
Totals								0.00				9	\$9,850.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

LIN Television Corporation does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Any advertiser certifies that it is not buying broadcasting air time on LIN Television Corporation stations for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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10/29/16 - 11/07/16	National Rifle Assoc	3177

<u>Advertiser</u>	<u>Original Date / Revision</u>
POL/National Rifle Assoc	09/21/16 / 10/12/16

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
10/31/16 - 11/04/16	9	\$9,850.00	(\$1,477.50)	\$8,372.50
Totals	9	\$9,850.00	(\$1,477.50)	\$8,372.50

Signature: _____ **Date:** _____

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